AMENDMENTS TO THE CLAIMS

1. (Canceled).

2. (Previously Presented) The method of claim 29, wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

3. (Previously Presented) The method of claim 29, wherein processing the received data with a second computer system to generate a first product configuration further comprises:

selecting said first product configuration from at least one stored product configuration.

4. (Previously Presented) The method of claim 29 wherein said first product configuration represents a configuration of a first vehicle and receiving data from the first computer system further comprises:

receiving a selection of a make of said first vehicle,

receiving a selection of a model of said first vehicle, and

receiving a selection of a trim level of said first vehicle.

5. (Previously Presented) The method of claim 4, further comprising:

receiving a selection of an equipment level of said first vehicle.

6. (Previously Presented) The method of claim 29, further comprising:

automatically generating a third product configuration, wherein said third product configuration is comparable to said first product configuration with regard to a product type.

7. (Previously Presented) The method of claim 6, wherein said third product configuration is also comparable to said first product configuration with regard to a product price.

8. (Canceled).

9. (Previously Presented) The method of claim 31, wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

10. (Previously Presented) The computer system of claim 31 further comprising code encoded in said computer readable medium and executable by said processor to cause said processor to:

select said first product configuration from at least one stored product configuration.

11. (Previously Presented) The computer system of claim 31 wherein said first product configuration represents a configuration of a first vehicle and said and said received data further comprises:

selection of a make of said first vehicle,

selection of a model of said first vehicle, and

selection of a trim level of said first vehicle.

12. (Previously Presented) The computer system of claim 11, wherein said received data further comprises selection of an equipment level of said first vehicle.

13. (Previously Presented) The computer system of claim 31 further comprising code encoded in said computer readable medium and executable by said processor to cause said processor to:

automatically generate a third product configuration, wherein said third product configuration is comparable to said first product configuration with regard to a product type.

14. (Previously Presented) The computer system of claim 13, wherein said third product configuration is also comparable to said first product configuration with regard to a product price.

15. (Canceled).

16. (Previously Presented) The computer program product of claim 33, wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

17. (Previously Presented) The computer program product of claim 33 further comprising code encoded in said computer program product to cause the computer system to:

select said first product configuration from at least one stored product configuration.

18. (Previously Presented) The computer program product of claim 33 wherein said first product configuration represents a configuration of a first vehicle and said received data further comprises:

selection of a make of said first vehicle,

selection of a model of said first vehicle, and

selection of a trim level of said first vehicle.

19. (Previously Presented) The computer program product of claim 18, wherein said received data further comprises:

selection of an equipment level of said first vehicle.

20. (Previously Presented) The computer program product of claim 33 further comprising code encoded in said computer program product to cause the computer system to:

automatically generate a third product configuration, wherein said third product configuration is comparable to said first product configuration with regard to a product type.

21. (Previously Presented) The computer program product of claim 20, wherein said third product configuration is also comparable to said first product configuration with regard to a product price.

22. (Canceled).

23. (Previously Presented) The computer system of claim 35, wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

24. (Currently Amended) The computer system of claim 35, further comprising:
means ~~for selecting~~ to select said first product configuration from at least one stored product configuration.

25. (Previously Presented) The computer system of claim 35 wherein said received data further comprises:
selection of a make of said first vehicle,
selection of a model of said first vehicle, and
selection of a trim level of said first vehicle.

26. (Previously Presented) The computer system of claim 25 wherein said received data further comprises:
selection of an equipment level of said first vehicle.

27. (Previously Presented) The computer system of claim 35, further comprising:
means for automatically generating a third product configuration, wherein said third product configuration is comparable to said first product configuration with regard to a product type.

28. (Previously Presented) The computer system of claim 27, wherein said third product configuration is also comparable to said first product configuration with regard to a product price.

29. (Previously Presented) A method of comparing products wherein at least one of the products is automatically generated, the method comprising:
receiving data from a first computer system, wherein the received data includes product configuration data;

processing the received data with a second computer system to generate a first product configuration;

providing data to the first computer system to allow the first computer system to display the first product configuration;

receiving an auto-generate request, separate from the received data, from the first computer system to automatically generate a second product configuration that is comparable to the first product configuration, wherein the auto-generate request includes data representing criteria to establish a basis for comparability between the first product configuration and the second product configuration;

processing the auto-generate request with the second computer system to automatically generate the second product configuration in accordance with the criteria to establish a basis for comparability between the first product configuration and the second product configuration; and

providing data to the first computer system to allow the first computer system to display the first and second product configurations and allow comparison of features of the first and second product configurations.

30. (Previously Presented) The method of claim 29 further comprising:

receiving comparison criteria data from the first computer system, wherein the comparison criteria data specifies comparison criteria upon which to generate the second product configuration.

31. (Previously Presented) A computer system comprising:

a processor;

a computer readable medium coupled to said processor; and

computer code encoded in said computer readable medium and executable by said processor to cause said processor to:

receive data from a first computer system, wherein the received data includes product configuration data;

process the received data to generate a first product configuration;

provide data to the first computer system to allow the first computer system to display the first product configuration;

receive an auto-generate request, separate from the received data, from the first computer system to automatically generate a second product configuration that is comparable to the first product configuration, wherein the auto-generate request includes data representing criteria to establish a basis for comparability between the first product configuration and the second product configuration;

process the auto-generate request with the second computer system to automatically generate the second product configuration in accordance with the criteria to establish a basis for comparability between the first product configuration and the second product configuration; and

provide data to the first computer system to allow the first computer system to display the first and second product configurations and allow comparison of features of the first and second product configurations.

32. (Previously Presented) The computer system of claim 31 further comprising code encoded in said computer readable medium and executable by said processor to cause said processor to:

receive comparison criteria data from the first computer system, wherein the comparison criteria data specifies comparison criteria upon which to generate the second product configuration.

33. (Previously Presented) A computer program product comprising code encoded in said computer program product to cause a computer system to:

receive data from a first computer system, wherein the received data includes product configuration data;

process the received data to generate a first product configuration;

provide data to the first computer system to allow the first computer system to display the first product configuration;

receive an auto-generate request, separate from the received data, from the first computer system to automatically generate a second product configuration that is comparable to the first product configuration, wherein the auto-generate request includes data representing criteria to establish a basis for comparability between the first product configuration and the second product configuration;

process the auto-generate request to automatically generate the second product configuration in accordance with the criteria to establish a basis for comparability between the first product configuration and the second product configuration; and

provide data to the first computer system to allow the first computer system to display the first and second product configurations and allow comparison of features of the first and second product configurations.

34. (Previously Presented) The computer program product of claim 33 further comprising code encoded in said computer program product to cause the computer system to:

receive comparison criteria data from the first computer system, wherein the comparison criteria data specifies comparison criteria upon which to generate the second product configuration.

35. (Currently Amended) A computer system to compare products wherein at least one of the products is automatically generated, the computer system comprising:

means to receive data from a first computer system, wherein the received data includes product configuration data;

means to process the received data with a second computer system to generate a first product configuration;

means to provide data to the first computer system to allow the first computer system to display the first product configuration;

means to receive an auto-generate request, separate from the received data, from the first computer system to automatically generate a second product configuration that is comparable to the first product configuration, wherein the auto-generate request

includes data representing criteria to establish a basis for comparability between the first product configuration and the second product configuration ~~a request from the first computer system to automatically generate a second product configuration that is comparable to the first product configuration~~;

means to process the auto-generate request with the second computer system to automatically generate the second product configuration in accordance with the criteria to establish a basis for comparability between the first product configuration and the second product configuration ~~the request to automatically generate the second product configuration~~; and

means to provide data to the first computer system to allow the first computer system to display the first and second product configurations and allow comparison of features of the first and second product configurations.

36. (Previously Presented) The method of claim 35 further comprising:

means to receive comparison criteria data from the first computer system, wherein the comparison criteria data specifies comparison criteria upon which to generate the second product configuration.

37. (Previously Presented) A computer system to allow a user to compare multiple product configurations, the computer system comprising:

a processor;

a computer readable medium coupled to said processor; and

computer code encoded in said computer readable medium and executable by said processor to cause said processor to:

communicate with a web site computer system;

transmit data to the web site computer system, wherein the transmitted data includes product configuration data to allow the web site computer system to generate a first product configuration;

transmit [[a]] an auto-generate request, separate from the transmitted data, to the web site computer system to automatically generate a second product configuration that is comparable to the first product configuration, wherein

the auto-generate request includes data representing criteria to establish a basis for comparability between the first product configuration and the second product configuration and process the auto-generate request to automatically generate the second product configuration in accordance with the criteria to establish a basis for comparability between the first product configuration and the second product configuration ~~generate a second product configuration that is comparable to the first product configuration~~;

receive data from the web site computer system to display the first product configuration and display the second, automatically generated product configuration and allow comparison of features of the first and second product configurations.

38. (Currently Amended) The computer system of claim 37 wherein the computer code further ~~comprising~~ comprises code to cause said processor to:

~~transmitting~~ transmit comparison criteria data to the web site computer system, wherein the comparison criteria data specifies comparison criteria for the web site computer system to reference in generating the second product configuration.

39. (Previously Presented) The computer system of claim 37 wherein said first product configuration is a first vehicle and said second product configuration is a second vehicle.

40. (Previously Presented) The method of claim 29 wherein the criteria upon which to automatically generate a second product configuration that is comparable to the first configuration is a member of the group consisting of price and features.

41. (Previously Presented) The computer system of claim 31 wherein the criteria upon which to automatically generate a second product configuration that is comparable to the first configuration is a member of the group consisting of price and features.

42. (Previously Presented) The computer program product of claim 33 whercin the criteria upon which to automatically generate a sccond product configuration that is comparable to the first configuration is a member of the group consisting of price and features.